

**GEDTS® GED Ready™ Test “See For Free” Promotion!  
September 22-October 3**

*The following email was sent to all program directors.*

As you may already know, GED Testing Service® is offering **free GED Ready™ tests in adult education centers from September 22-October 3, 2014.**

The timing of the *See For Free* promotion is perfect, as the first week of it **runs concurrently with National Adult Education and Family Literacy Week** (September 22-28). It adds yet another opportunity to build excitement and host events.

**See For Free is a great opportunity to invite potential new students to your center** to see what you have to offer and to give the test a try. You may choose to have a *See For Free* event during which these potential students could schedule times to take a module or two.

**Please review the information** about *See For Free* [located here](#). Here you will discover:

- Instructions for **obtaining your code** for the promotion
- Customizable **marketing materials**
- **Guides** for before, during and after the promotion
- **Detailed instructions** on how to deliver GED Ready™ for free
- **GED® prep materials** from publishers such as McGraw Hill, New Readers Press and Steck-Vaughn – available **FREE for the duration of the promotion**

**No matter how a potential student fares** on the GED Ready™ test module(s) s/he takes, you can ensure it's a positive experience and **increase the likelihood that the student will continue** in your program.

- If a student scores “in the green” and is deemed “**likely to pass,**” you will recommend that s/he schedule and take the successful GED® test subject(s). Note: If students score in the green, “likely to pass” zone, **GEDTS® guarantees the student will pass – or GEDTS® will pay for 100% of the retake.**
- If a student's scores are deemed “**too close to call,**” you can tell student that s/he might pass test, but that you recommend more study first. **Use the personalized study plan** provided by GEDTS® to help them focus their study.
- If a student is deemed “**not likely to pass**” due to their GED Ready™ scores, you can help them ensure future success by working with them to **sign up for classes.**

Please take full advantage of the GEDTS® *See For Free* promotion! We encourage you to utilize it as a recruitment and retention tool – and to avoid using the vouchers currently in your possession during the promotional period.

Heads-up: **NAEFL Materials are now available on the [KYAE marketing page](#).** More will be posted soon, including a week's worth of Facebook posts and tweets.

If you need assistance, please call Missy Brownson at 502-573-5114, ext. 123 or emailing her at [missy.brownson@ky.gov](mailto:missy.brownson@ky.gov).